AMENDMENTS TO THE CLAIMS:

1) (Withdrawn) A method of delivering an identifier associated with a referring source to an on-line retailer comprising the steps of:

receiving a response from said retailer prompted by a request to visit a web site maintained by said retailer;

examining said response to determine if said identifier is present in said response; and if said identifier is not present in said response, re-issuing said request to visit said web-site of said on-line retailer with said identifier added thereto.

2) (Withdrawn) The method of claim 1 further comprising the step of discarding said received response when said request in re-issued.

3) (Withdrawn) The method of claim 1 further comprising the step of selecting said identifier from a list of identifiers.

4) (Withdrawn) The method of claim 3 further comprising the step of selecting said identifier from a list of identifiers based upon said retailer from which said response was received.

5) (Withdrawn) The method of claim 4 wherein said request is not re-issued if said list does not contain an identifier associated with the retailer from which said response was received.

6) (Withdrawn) The method of claim 4 further comprising the step of passing said response to a browser or other software for display to a user when said re-quest is not re-issued.

7)   (Withdrawn) The method of claim 3 wherein said list of identifiers includes identifiers associated with a plurality of known retailers.

8)   (Withdrawn) The method of claim 1 wherein said request is not re-issued if said response contains said identifier associated with said retailer sending said response.

9)   (Withdrawn) The method of claim 8 further comprising the step of passing said response to a browser or other software for display to a user when said re-quest is not re-issued.

10)   (Withdrawn) The method of claim 1 further comprising the step of adding a second identifier to said re-issued request identifying a specific user.

11)   (Withdrawn) A method of delivering and identifier associated with a referring source to an on-line retailer comprising the steps of: examining a request from a user to visit said retailer's web site; and if said retailer s known, adding said identifier to said request and issuing said request.

12)   (Withdrawn) The method of claim 11 wherein said identifier is selected from a list of identifiers, based upon said known retailer.

13)   (Withdrawn) The method of claim 12 wherein said list of identifiers includes identifiers associated with a plurality of known retailers.

14)   (Withdrawn) The method of claim 11 further comprising the step of adding a second identifier to said issued request identifying a specific user.

15)   (Withdrawn) A system for delivering an identifier associated with a referring source to an on-line retailer comprising: a list of known retailers and an associated list of identifiers for said referring source; and software means for intercepting responses for the web sites of said on-line retailers, said software means being capable of determining

if the proper identifier is present in the response and, if not issuing a request to link to said web site, said request having identifier selected from said list appended thereto.

16) (Withdrawn) The system of claim 15 where in said software means selects said identifier from said list depending upon which on-line retailer sent said response.

17) (Withdrawn) The system of claim 15 wherein said software means adds a second identifier to said issued request which identifies a specific user.

18) (Withdrawn) A system for delivering an identifier associated with a referring source to an on-line retailer comprising : a list of known retailers and an associated list of identifiers for said referring source; and software means for intercepting requests from a user to link to the web sites of one said on-line retailers, said software means being capable of determining if the proper identifier is present in the request and, if not, issuing a modified request to link to said web site, said modified request having an identifier selected from said list appended thereto.

19) (Withdrawn) The system of claim 18 wherein said software means selects said identifier from said list depending upon which on-line retailer said user is attempting to link to.

20) (Withdrawn) The system of claim 19 wherein said software means adds a second identifier to said issued request which identifies a specific user.

Claims 21-30 (Canceled)

31. (New) A method for identifying a referring source affiliate to an on-line retailer via a computer network, said method comprising the steps of:

    A) effecting a first examination of a first request to visit a target site of an on-line retailer, wherein said first request comprises an Internet address, wherein said

first request was issued by a user, and wherein said first examination is adapted for determining the presence or absence of a referring source identifier,

B) effecting a determination as to whether said referring source is an affiliate of said online retailer,

C) amending said referring source identifier to said first request to create an amended first request when said first examination determines i) the absence of said identifier and ii) that said referring source is an affiliate of said online retailer; and

D) forwarding said amended first request via said network to said target site.

32) (New) The method of claim 31, wherein said first examination and said determination each occurs before said first request is forwarded via said network.

33) (New) The method of claim 31, wherein said referring source identifier is selected from a plurality of known identification codes when said address is indicative of a retailer to which said referring source is affiliated.

34) (New) The method of claim 31, wherein said first request comprises an Internet address.

35) (New) The method of claim 31, further comprising the steps of

E) in response to said amended first request, receiving a reply response from said retailer; and

F) effecting an examination of said reply response to determine the presence or absence of said referring source identifier.

5

36) (New) The method of claim 35, further comprising the step of

G) re-issuing said request as a second request containing said affiliate identifier when said affiliate identifier is absent from said reply response.

37) (New) The method of claim 35, wherein said Steps F and G are repeated in response to succeeding reply responses.

38) (New) The method of claim 35, further comprising the step of

H) discarding said reply response.

39) (New) The method of claim 34, further comprising the step of

G) amending said Internet address to incorporate a second identification code, wherein said second code uniquely identifies said user.

40) The method of claim 22, wherein said response is passed to a browser or other software for display to a user when said identification code is present in said internet address.

41) (New) The method of claim 31, wherein said user enters said first request or selects said Internet address by clicking a hyperlink.

42) (New) The method of claim 31, wherein said Step C includes the step of

C(i), wherein said identification code in said Internet address is included in a manner specified by each retailer.